

## **IVECO announces new senior appointments to lead LCV and truck business lines**

Basildon, October 11, 2019

IVECO has further strengthened its senior team following the appointment of Mike Cutts to the position of Business Line Director LCV, and Gareth Lumsdaine as Business Line Director Truck.

Both bring extensive knowledge to their respective roles and mark the first major appointments under Sascha Kaehne, who has led IVECO in the UK and Ireland as Business Director since May 2019.



Cutts brings 15 years' experience working in the automotive sector, including six years at Volkswagen Commercial Vehicles between 2012 and 2018, and eight years with Vauxhall from 2003 to 2011. His career began in Fleet Marketing before moving into the field as a Fleet Sales Manager, followed by various Corporate Account Manager roles and a National Rental Role. Prior to joining IVECO he spent 12 months at Pod Point as Head of Sales for Homecharge, Fleet and Leasing in the electric vehicle charging sector.

Commenting on his appointment, he says: "I was excited by the opportunity to join IVECO and take responsibility for New Daily MY2019 in one of the brand's major European markets.

"This is a product underpinned by a strong truck DNA which makes it unique in the marketplace. When you combine New Daily's performance and sustainability credentials with the advances IVECO has made in connectivity, we've got an incredibly strong package and a compelling offer for both fleets and small users."

Lumsdaine arrives at IVECO with 12 years of experience working with automotive OEMs, including the last 18 months as Network Sales Director of Renault Trucks. He was previously at Suzuki GB for more than a decade, holding positions including General Manager of Dealer Development, and Sales and Marketing Manager for the firm's marine and ATV business.

Speaking about his new role, he says: "I'm looking forward to working with a fantastic network of dealers as we prepare to bring the new IVECO S-WAY into the market early next year.

PRESS RELEASE

“Its arrival marks a massive opportunity for our customers, our dealers and the brand. Anyone who followed the international launch will understand its potential; a stunning new cab built around the driver, next-generation connectivity and a host of features which will deliver the cost savings and productivity gains operators demand in this competitive marketplace.

“When you combine all this with our proven driveline package, including a full range of diesel and natural gas models from launch, IVECO has got a fantastic opportunity to make real inroads into the heavy truck market.”

Both Cutts and Lumsdaine will be based at IVECO’s UK headquarters in Basildon.

## IVECO

*IVECO is a brand of CNH Industrial N.V., a world leader in capital goods listed on the New York Stock Exchange (NYSE: CNHI) and on the Mercato Telematico Azionario of the Borsa Italiana (MI: CNHI). IVECO designs, manufactures and markets a wide range of light, medium and heavy commercial vehicles, off-road trucks, and vehicles for applications such as off-road missions.*

*The brand’s wide range of products include the Daily, a vehicle that covers the 3.3 – 7.2 tonne vehicle weight segment, the Eurocargo from 6 – 19 tonnes and, in the heavy segment above 16 tonnes, the Trakker (dedicated to off-road missions) and the IVECO WAY range with the on-road IVECO S-WAY and the IVECO X-WAY for light off-road missions. In addition, the IVECO Astra brand builds off-road trucks, rigid and articulated dumpers as well as special vehicles.*

*IVECO employs close to 21,000 individuals globally. It manages production sites in 7 countries throughout Europe, Asia, Africa, Oceania and Latin America where it produces vehicles featuring the latest advanced technologies. 4,200 sales and service outlets in over 160 countries guarantee technical support wherever an IVECO vehicle is at work.*

To download supporting imagery: <http://gk.news/IVECO>

For further information about IVECO: [www.IVECO.com](http://www.IVECO.com)

For further information about the IVECO dealer network: <http://www.IVECO-dealership.co.uk>

For further information about CNH Industrial: [www.cnhindustrial.com](http://www.cnhindustrial.com)



<http://www.facebook.com/IVECOUK>



<http://twitter.com/IVECOuk>



<http://www.youtube.com/IVECO>



<https://www.instagram.com/iveco>

For more information contact:

Lisa Fuller, Brand Marketing and Communications Manager

IVECO Ltd

Tel. +44 (0)7740 448110

[lisa.fuller@IVECO.com](mailto:lisa.fuller@IVECO.com)

[www.IVECO.co.uk](http://www.IVECO.co.uk)